



ON-US X HKPC: YOUR ONE-STOP INCENTIVES SOLUTION

FOR YOU, ON-US

27 Dec 2023

Private & Confidential

COUNT ON-US

FinTech and MarTech Experts



Dennis Shi
Founder & CEO

Entrepreneurial leader driving digital transformation & converging high tech



Patrick Lee
Co-founder, COO & CTO

Technical entrepreneur, database guru & data lake architect



Honnus Cheung
Co-founder, CSO & CFO

Rapid growth strategist leading commercialization & operational set-up



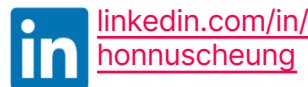
Jim Wu
Chief Corp. Development Officer

Corporate strategist, seasoned investment and M&A executive



Emily Towe
Head of Communications

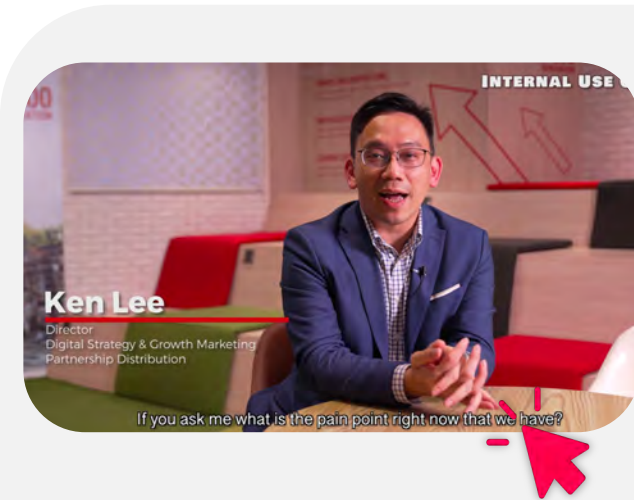
In charge of brand strategy and marcomm development



OUR MISSION

We maximize the flow of value
from marketers to consumers to merchants

Loyalty is an emotional concept; Vouchers are transactional in nature.
On-us is created to join these forces together.



AIA



Hang Seng, HSBC Group



Citi



HKSTP, HK Government

What have marketers lost? - Time, money & Data !

Current Challenges for Marketers: ROI



High
Operation
Cost



Unredeemed
Wastage



Broken
Customer
Journey



Customer Acquisition
& Retention



Cross-border
incentives



Behavioural data
building lifetime value

What they are missing out on:

On-us' solution creates a paradigm shift in incentive, loyalty marketing & customer engagement.



On-us's Ecosystem

BFSI Incentives

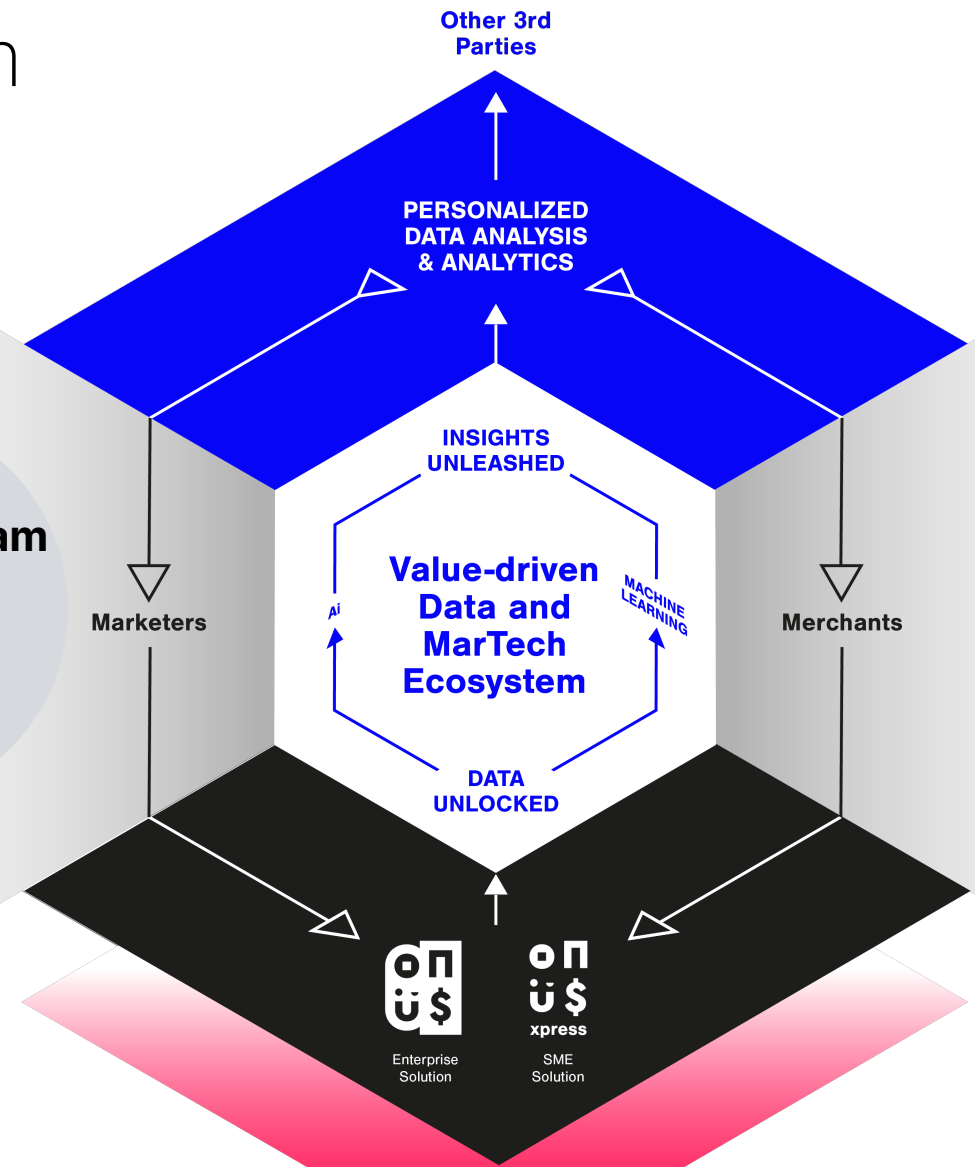
- Marketing Incentive
- Acquisition Reward
- User Privilege
- Survey Reward
- Festive Blessing

Benefit/Reward Program

- Staff Benefit
- CRM Reward
- Loyalty point redemption

Cross-border Engagement

- Travel Reward
- Spending Incentive
- Destination Marketing
- Meetings, Incentives, Conventions & Exhibitions (MICE)



Types of Offer:

- Cash
- Discount
- Product

All-rounded Merchants:

- Online
- Offline
- Local
- Global



DRIVE MARKETER CLIENTS & MARKETING DOLLARS

Cross-border Incentives ecosystem

marketer

merchant

Current Marketer Clients



Current Merchant Offers

2,000+ brands covering 900+ cities



A SEAMLESS INCENTIVE REDEMPTION JOURNEY ENABLED BY VCN

Automated Online B2B Card Payments Upon Redemption



Hang Seng Bank distributes rewards via **chatbot, SMS, email, In-App...**

Customer receives reward with **Multiple Merchants**

Customer **chooses and redeems** preferred reward

Instant automated B2B voucher payment to merchant

Real-time last mile data available for corresponding marketer, customers and merchants.

powered by our **B2B Payment infrastructure & merchant marketplace**



ADD VALUE TO YOUR CUSTOMER REWARD

Interactive Customer Engagement Voucher Solution

2M VOUCHER ISSUED **20M** USD ISSUED VOUCHER VALUE **60M** USD DRIVING TRANSACTION VALUE

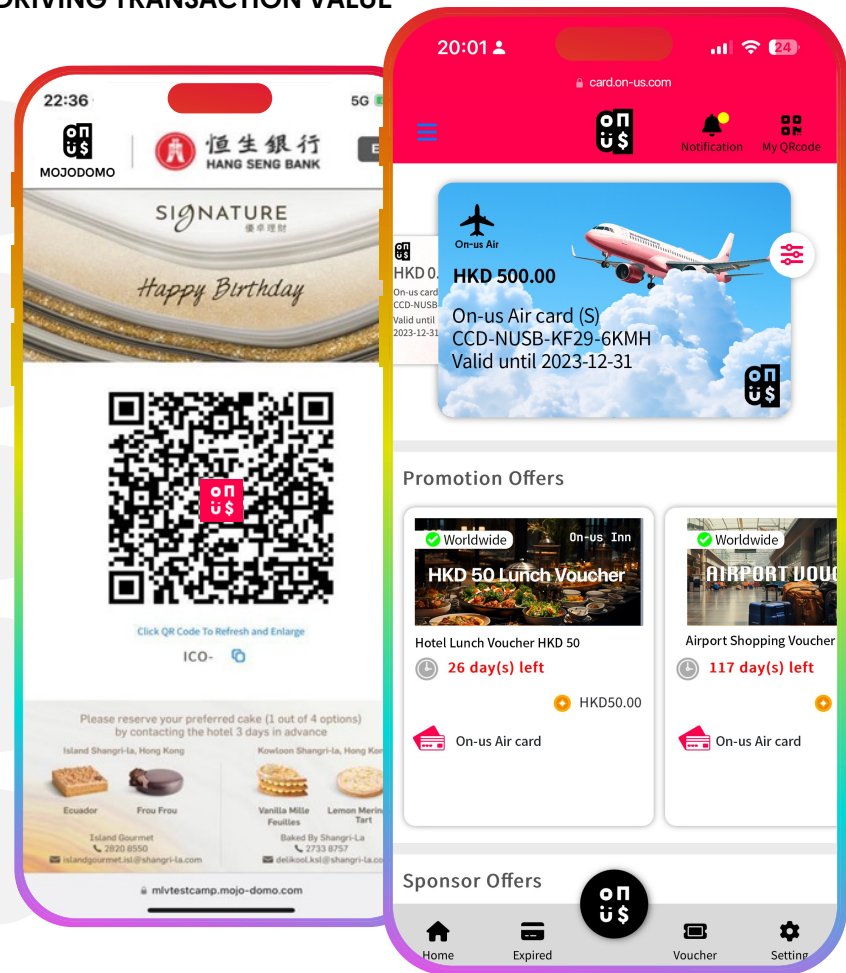
Maximizing **Marketer's Exposure**

One Voucher, **multiple Merchants**

Flexible Face Value & Cross border (VCN)

Data-Driven Customer Behavior Data

Flexible Campaign Setting



Centralized & Personalized Gift Card Management

Multiple Offer Vouchers in one link

Integrated QR with **User Identification**

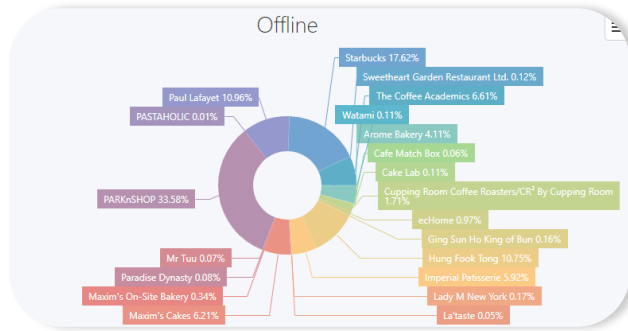
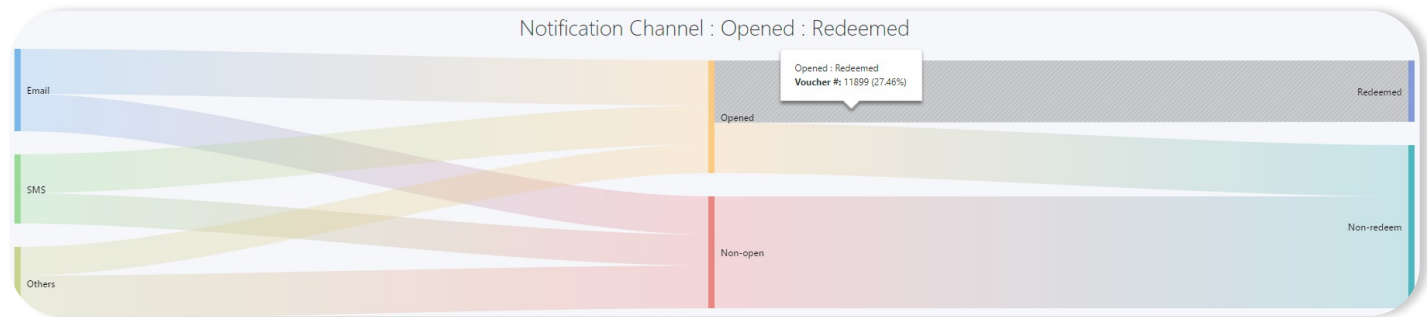
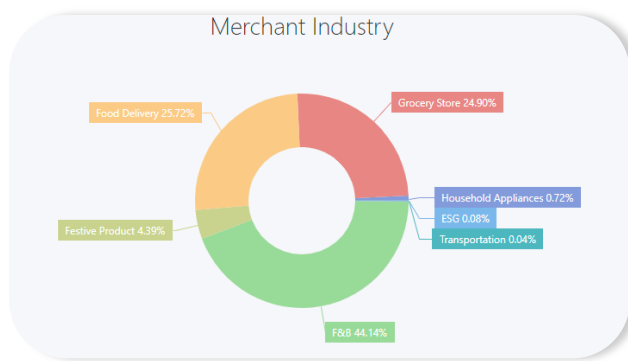
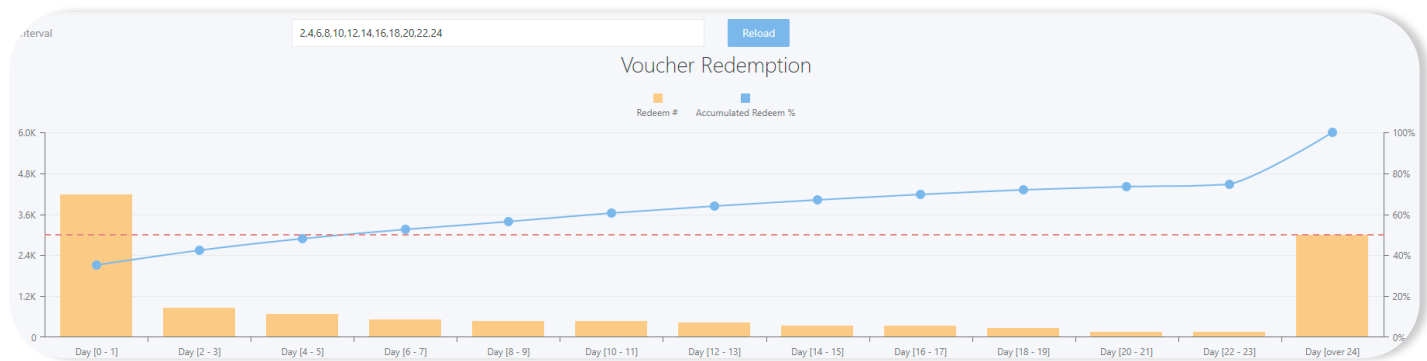
CRM Functionality for user profiling

Gamification Loyalty Program



INTERACTIVE CAMPAIGN DATA INTELLIGENCE

Visible 360 Analysis for Campaign Insight



We enable our client to monitor their campaign's performance is on track, On-us offers interactive dashboard, frequent reports, campaign performance benchmark and in-depth analysis. Additionally, suggestions for enhancing campaign outcomes will be made.

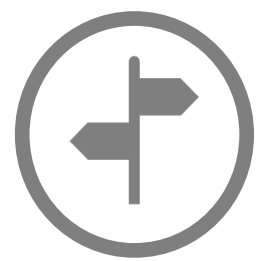


WHAT SETS US APART FROM OUR COMPETITORS

Voucher trading vs Marketing / Advertising



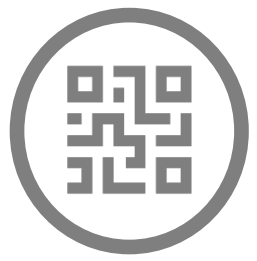
Voucher Wastage



Lack of Flexibility



Incomplete Data



Inconvenient Redemption

When you Count On-us



Zero Waste,
Pay upon
redemption



One
Voucher for
multiple
merchants



Real-time,
Quality Data,
Payment
automation



Data-driven
branded
voucher



ON-US VOUCHER SOLUTION IN MICE

Campaign Setup Operation (Shopping as Redemption Site)



Campaign Organizer

- Connect On-us with merchants for redemption setup
- Confirm campaign specification (redemption period, voucher distribution method, voucher layout setup)
- Face value funding confirmation & finance terms



Shopping Mall

- Connect with Shopping Mall for operation and marketing



Merchants

- Confirm offer, T&C and financial terms
- Setup redemption tool (Merchant need to prepare a device and access to On-us redemption webpage for scanning voucher)
- Operation training

BE OUR TRUSTED PARTNER

Easily Onboard to On-us Merchant Marketplace

Low IT effort

- Just a device and access to On-us redemption website
- Scan and Confirm!

Web / Native App /
mPOS terminals



Merchant QR code
on Tent cards / stickers



Cashier POS
via API Call



Easy set-up

Any tablets or devices to access web redemption page. Scan and redeem!

Seamless & secure

API integration available for large operation to minimize human effort.

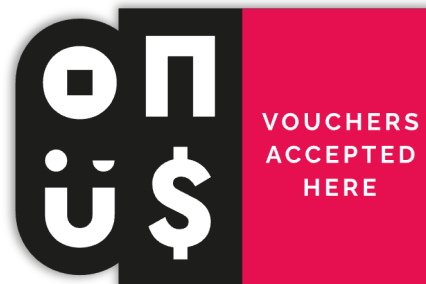


BRANDING MATERIALS

Awareness Acceptance

Maxim Group Showcase

- ü Starbucks: 200 stores
 - ü Maxim's Cake: 168 stores
 - ü Arome: 86 stores
 - ü Maxim's MX: 56 stores
 - ü Cova: 10 stores
 - ü Sen-ryo: 13 stores
- Real time voucher face value settlement
 - Over 500 stores already have On-us POSM and stickers installed



BOOSTING MARKETING CAMPAIGNS WITH MASTERCARD ON-US'S SOLUTION

Use Case: Hang Seng Incentive Marketing



One voucher to many merchants



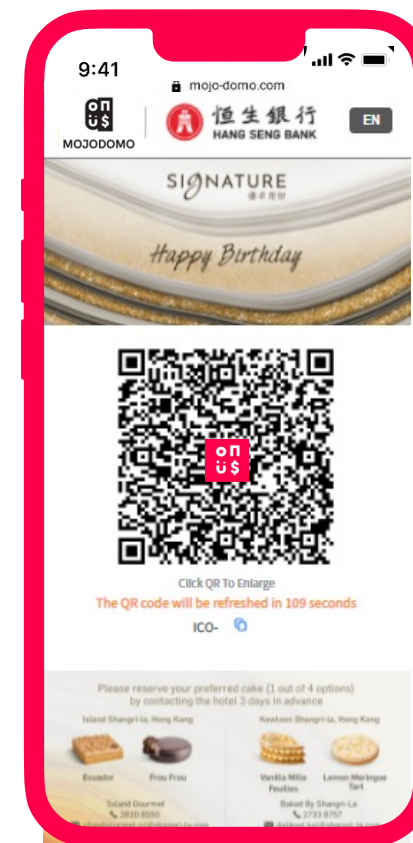
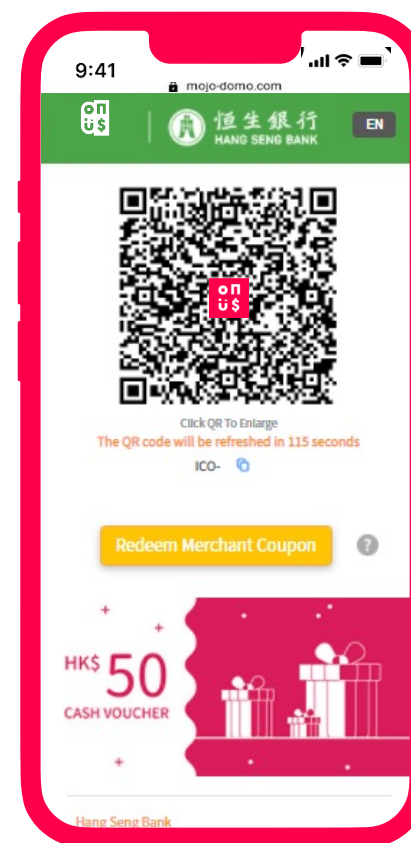
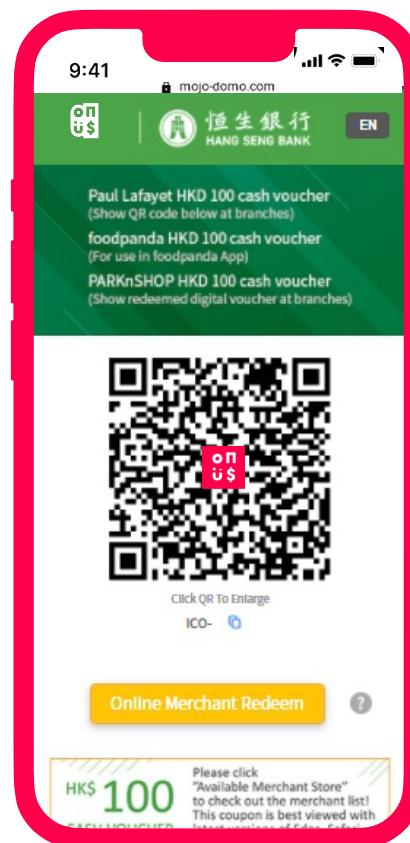
Dynamic face value
(\$38, \$88 to \$8000 HKD)



Saving cost for unredeemed
voucher



Fully utilize different bank products
in one campaign


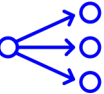



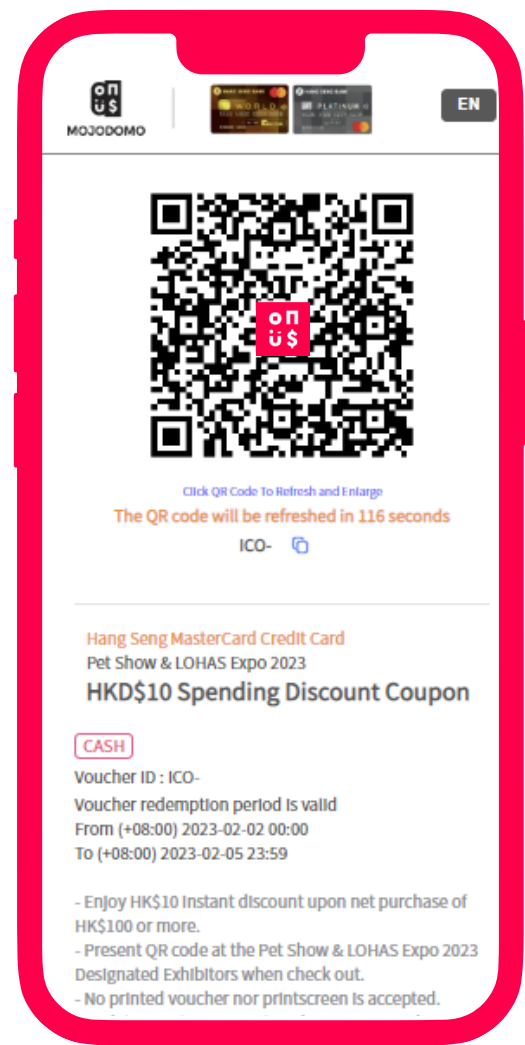
STREAMLINING PAYMENT PROCESS WITH VCN:

Hang Seng x Petshow @HKCEC

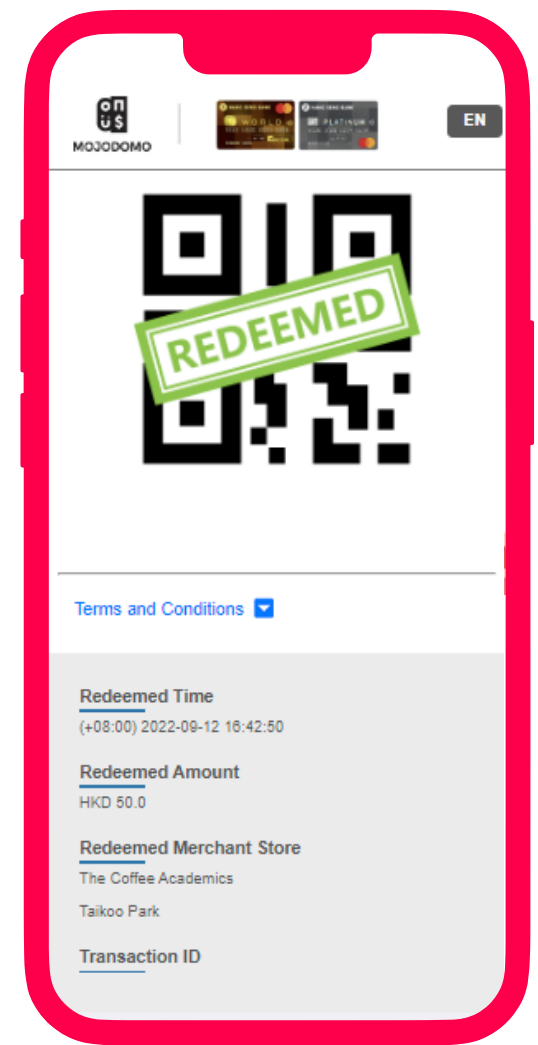
By using VCN, we support the physical event voucher solution for merchants and exhibitors



-  Data analysis for close loop event customer journey to understand client behavior
-  One voucher to connect all exhibitors
-  Real time voucher payment settlement for merchants and ease huge operation cost



Applicable to all exhibitors



High transparency showing redemption data

ON-US VOUCHER SOLUTION IN MICE

Show Case: Strengthened Brand Exposure

Event Organizer

Sponsorship

3rd party Channel

VIP e-tickets providing an effortless entry for guests and easy management of distribution for event organizer via 3rd parties distribution channel to target new market segment: cross-boarder



Maximizing Exposure & Pre-event Engagement

Raise brand awareness and promote related activities with offers and discounts



Sparking Anticipation

Ignite excitement with exclusive offers before the Cat Expo 2023. Engage attendees early, creating a buzz that resonates.



Understand your target audience like never

Questionnaire to know more about your key demographic



Effortless entrance without paper ticket

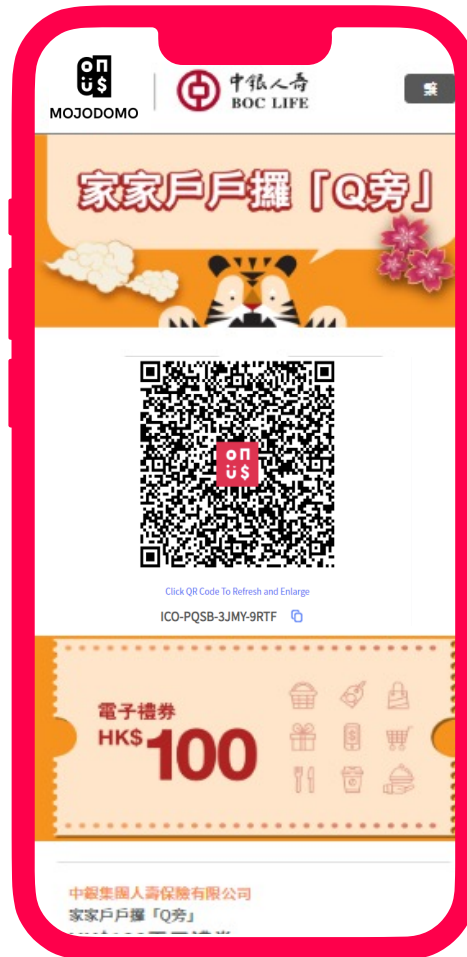
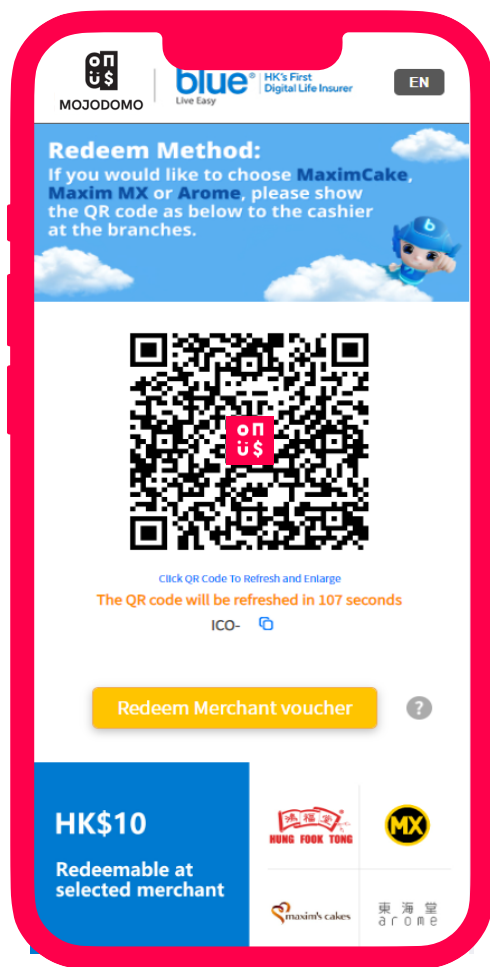


Fill questionnaire for future upsell and cross-sell to get exclusive discount



REWARD YOUR CUSTOMER ANYTIME

AIA, Sun Life, BOC Life and more – Activation & verification



Blue Insurance API integration
Incentive automation via API with CRM & App



Sun Life Mooncake reward to Group Medical Employer
Verify through company email address



Bank of China Life
CNY incentive distribute from Agent to End Customer – Internal pre generated password to track & verify Agent identity



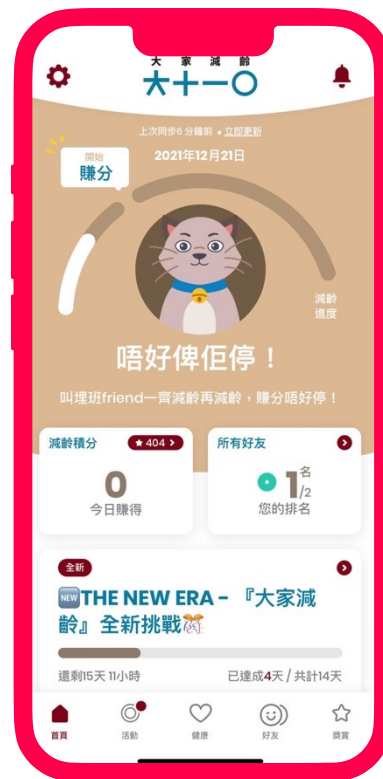
TAP ON MOJODOMO EXTENSIVE MERCHANT NETWORK TO EXPEND THEIR SELECTION ON PLATFORM

BOC Life Live Young Rewards Program

Simplify purchasing & settlement procedure for multiple merchants

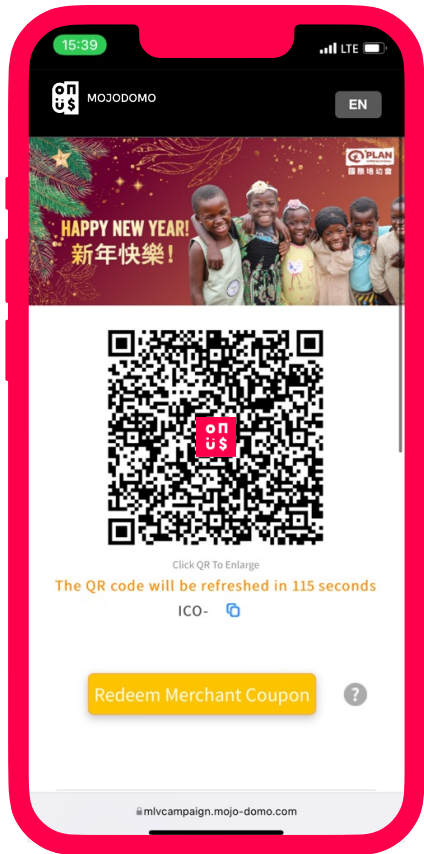
Zero sourcing cost tap on Mojodomo merchant pool

Support BOC Life cooperate objective on expending ESG offer



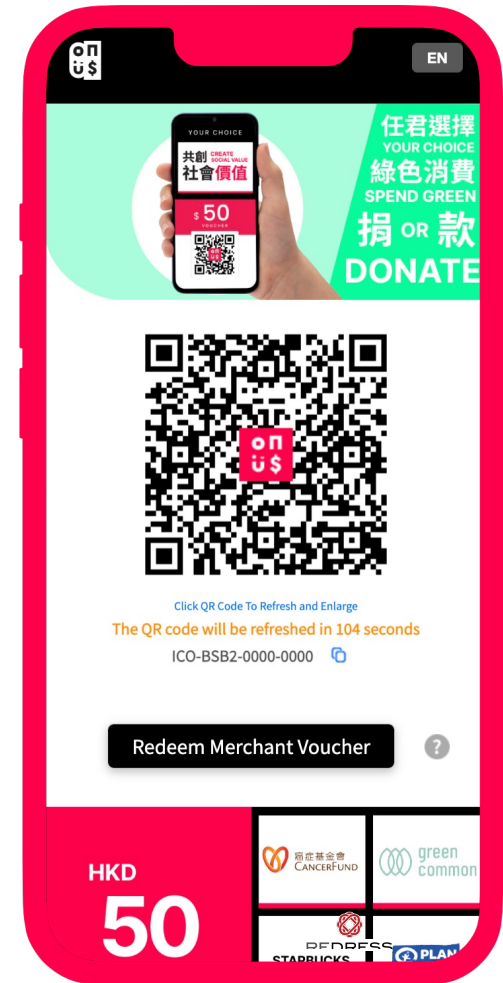
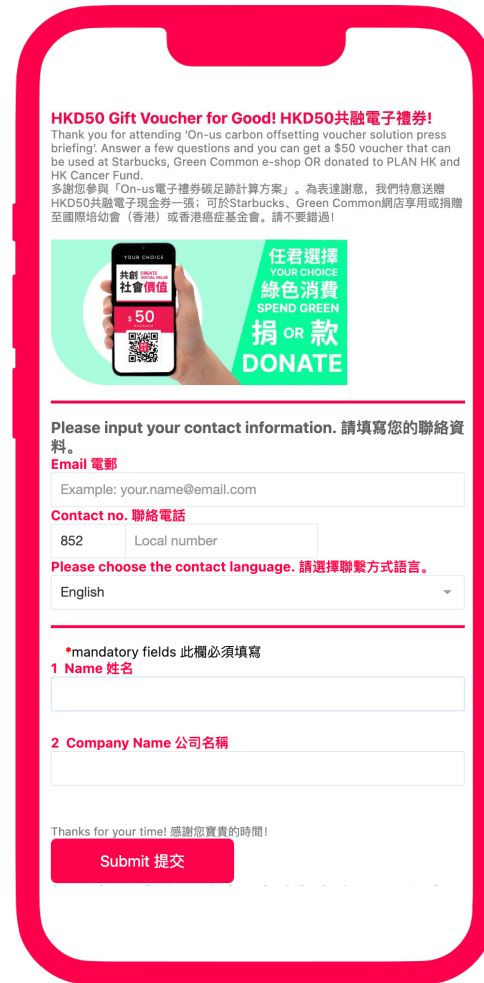
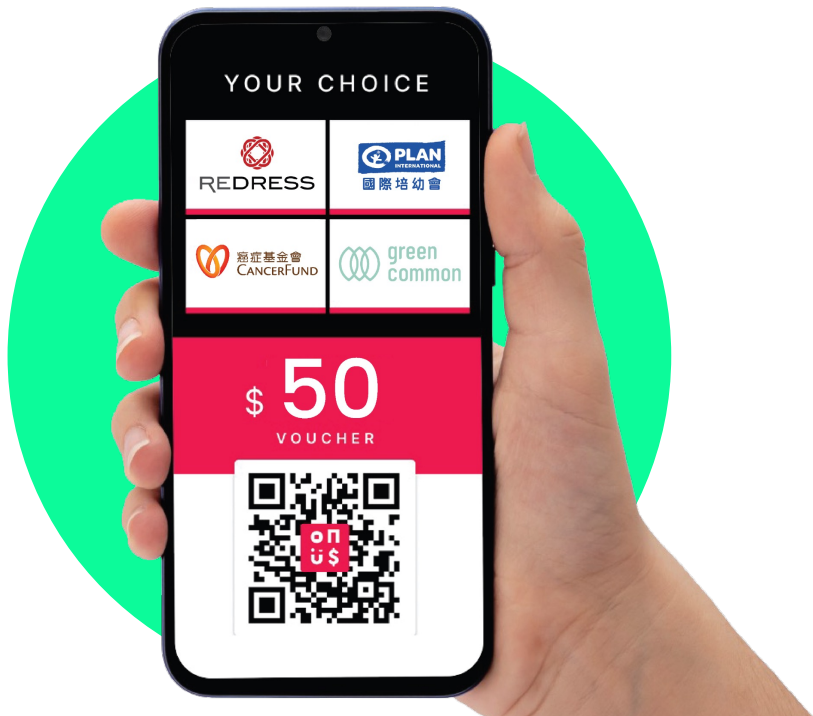
COMMUNITY ENGAGEMENT

Marketers, Enterprises, NGOs, Donors etc.



INSTANT, GREEN ENGAGEMENT

Creating social value while engaging audiences with our hassle-free, all automate incentive distribution solution.



Receive reward in an instant with just a click



EVERYBODY WINS IN THE ON-US INCENTIVES ECOSYSTEM



FOR MARKETERS

A performance-based incentives platform that builds lifetime value.



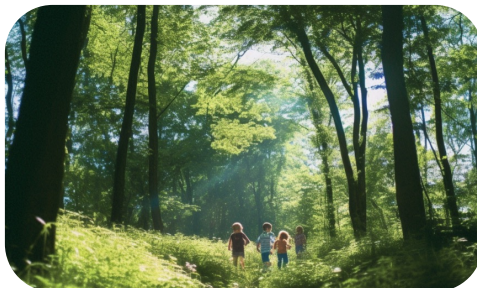
FOR CONSUMERS

A friction-free payment method that feels like a treat between friends



FOR MERCHANTS

Capturing new customers with accurate and automated settlement.



FOR COMMUNITY

Reducing carbon dioxide emission as well as creating social value with our solution.





Thank you

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